

Historic, archived document

Do not assume content reflects current scientific knowledge, policies, or practices.

62.09 1929

ANNOUNCING THE FIRST SALE OF **ADVANCE BLACKBERRY** PLANTS

A NEW VARIETY THAT
PROMISES TO ADVANCE BLACKBERRY CULTURE
IN THE SOUTHWEST



Our ADVANCE is three weeks earlier than any other blackberry! These fruits were picked on April 16.

WE are offering this berry, the result of twenty years experimentation in selection for earliness, prolificacy and good shipping qualities for the first time this year and are backing it up with the reputation gained in those twenty years of practical effort in Southern California. We do not pose as plant wizards for we are just experienced berry growers, and our Advance Blackberry represents only patience and hard work over a long period of time. We believe it to be the best variety yet developed for commercial planting in the Southwest and are offering it with the recommendation that it has always proved to be the earliest and best shipper of any blackberry we could secure. There's more about it inside.

We are also listing several other berries widely grown and well adapted to the Southwest, for this year marks our entry into the berry plant trade in earnest. It is our intention to grow only such varieties as are well established in the territory we serve and supply only good, strong, thrifty plants, making no exaggerated claims for their productivity. Besides those varieties listed, we are growing quite a number of other berries in small quantities, and if worthy, they will appear in our catalogue next year. We will show or describe these on request.

PRESTON & KNOTT

"Pioneer Berry Growers"

BUENA PARK, ORANGE COUNTY, CALIFORNIA

To Those Interested in Berry Culture

THE berry growing industry of Southern California is on the eve of reorganization. Due to restrictive legislation, the Japanese, who have controlled the industry for the past ten or fifteen years, are leaving the fields and the way will soon be open for the American growers. While in the hands of the orientals, local consumers of berries were not given a square deal and the industry was not developed as it should have been.

We are convinced that those who secure good land in a favorable location and "get in on the ground floor" by planting this year, will soon establish a paying business. Prices have been good during the past four years and the increasing demand indicates that they will remain profitable. With unfair competition out of the way, American growers should soon bring the berry industry up to the high standard of other California agricultural activities.

One of the greatest mistakes made by local growers in the past has been the neglecting of other than local markets. We early realized the value of outside markets and as our Advance Blackberry held up well in shipment (carrying as far as Denver without icing) we were able to establish trade in many cities of Arizona and New Mexico. At the present time, all berries that we grow are good shippers, and we specialize in marketing in distant points. This was, in a measure, a necessity a few years ago, for the Japanese combine on the local market precluded any chance for profitable disposal there. In the Northwest, crated berries are pre-cooled before they are shipped and the cull fruits put down in sugar and froze. In this way, they can be kept in barrels for some time. The University of California is constantly devising new methods for the utilization of fruits and vegetables and many uses of berries have been discovered. But these new processes require machinery, and machinery requires money, which in turn calls for grower co-operation to raise. The development of a berry shipping industry is possible and will come with the progress of berry growing when it has become firmly established on a "free" basis.

The scarcity and high price of land contiguous to the larger cities of Southern California almost necessitates the taking up of land farther out for berry culture. But with modern methods of transportation, the location inasmuch as city markets are concerned, is not important. Many new and promising irrigated districts have been opened up in the Southwest during the past few years which are favorable to the growing of berries on a large commercial scale. San Diego County especially holds many inducements to the prospective berry growers for on the coastal lands of the southern county, early, middle season and late varieties can be planted with little danger from the frost. We believe that a large acreage will be set to berries there in the next few years, and that those who take up the activity in this favored section will prosper.

The profit to be made from small plantings should not be overlooked. This may be derived from sales to passersby, from roadside stands, or if the grower is located close to a small town, he may dispose of his crop to local retailers. We sell a great many berries from our packing shed on the boulevard, sales often amounting to \$100 per day during the busy season.

We are enthusiastic over the possibilities of the berry industry, but do not let our enthusiasm influence sound judgment. Our twenty years experience in growing berries in Southern California is at your disposal and we will gladly furnish information as to planting and cultural methods to any one. We also extend a cordial invitation to any one interested in berries to visit our fields. Although we have thirty-two acres of berries to look after, we are never too busy to discuss your problems.



This photograph shows the comparative sizes of various berries as they are grown on our place. From left to right, the first is our Advance blackberry; second, the Logan berry; third, the common blackberry and fourth, the La France raspberry. Compare the size of our Advance with that of the common blackberry. They are uniformly large all through the season.

About Our Advance Blackberry

THIS variety has been our leader in a large commercial berry-growing and shipping business for twenty years and during that time, we have, through careful selection, been developing it with an idea toward earliness and good keeping qualities. That we have succeeded is amply illustrated by the fact that over a long period of years we have always secured profitable crops from our plantings, with a demand for the berries that we have never been able to supply.

The Advance is an evergreen blackberry, three weeks earlier than the Gardena Dewberry, which has always been considered the earliest blackberry in California. The fruit commences to ripen between April 15 and May 8, the time depending upon the season. We have picked the first fruits as early as April 12 but not later than May 8.

We have developed this variety towards firmness of fruit as well as earliness and have found that they hold up in transit and on the local market better than any other blackberry. We ship by express every year to Albuquerque, New Mexico, in open crates without refrigeration, requiring that they hold up forty-eight hours before they reach the retailer. We have also shipped to Denver, which is seventy-two hours away from our fields. We claim this to be the best recommendation for the keeping qualities of our berry, but for further proof, have re-printed two letters at the bottom of the next page from firms handling them in New Mexico and Arizona.

At the present time, we have nineteen acres planted to this wonderful berry which at the height of the bearing season, require the labor of seventy persons to pick. Our pickers are mostly Mexicans and we find them reliable workers in the berry fields. (The crop lasts six to seven weeks and ripens slowly) a desirable feature when one has a large acreage to care for. In the photo on the first page of this booklet, note the little stem with five berries. (It is characteristic of this variety to produce its berries on little stems coming from the main lateral branches. These branches have from three to five berries each and the thorns

Berry Plants—PRESTON & KNOTT—Tested Varieties

are much smaller than the ordinary blackberry, being very much like those on raspberries.) This is another point in their favor. Due to its peculiar habit of growth, most of the berries are borne on the outside of the vine and easily accessible. This fact alone lowers the cost of picking. Last season, we received \$9 per crate net for the first berries, and prices all throughout the season held up well.

It takes only 800 plants of the Advance to set an acre, as they are spaced six feet apart in rows nine feet across. (The first year after planting the vines trail more or less on the ground like the dewberry, but the next and succeeding seasons, they grow upright like the common blackberry.) They respond to the same careful watering and cultivation as do other berries.

Our advice to the prospective berry grower who has good berry land in sections of the Southwest where late frosts are not too severe, is to plant the Advance blackberry. Through our practical effort in plant selection we have built up in this variety the standard of quality we believe a commercially successful early blackberry should possess.

	\$ 10	100	1000
PRICES.....	\$ 2.50	\$20.00	\$150.00

Read what our Albuquerque agent has to say about the Advance Blackberry:

Preston & Knott,
Buena Park, California.
Gentlemen:

PHOENIX, ARIZ.
Phoenix Office, Sept. 21st, 1923.

We have been handling your Advance blackberries for some years past, and at this time, we desire to make our usual advance request for the selling agency of them in Phoenix and Tucson.

In passing, I wish to say that your Advance blackberry sells on sight. They carry better and are much better type and better style than blackberries we get from any other point in California. They are also of a superior quality.

Both ourselves and our trade are very much pleased with them, and we want to handle them this year and every year to the exclusion of other berries.

Thanking you in advance, we are

Yours respectfully,

JOHN F. BARKER PRODUCE CO.

This Arizona firm liked them also:

Established 1882

BLUEHER GARDENS, INC.

MARKET GARDENERS AND COMMISSION MERCHANTS

PRESTON & KNOTT,
Buena Park, California.
Gentlemen:

Albuquerque, N. M., June 16, 1923.

Inclosed please find check to cover shipments of Advance blackberries. We were very much pleased with them. They arrived in good shape, being far superior than any blackberries on this market and we were able to get a little higher price than our competitors. We were also pleased with your pack. The baskets were well filled which was also a selling point. We would be glad to know if you have any other berries to offer at this time for we would be glad to handle them on this market this year.

Yours very truly,

BLUEHER GARDENS, INC.

P. S. Please advise us as to the price you ask for plants of the Advance blackberry.



The Cumberland Black Raspberry, the best of the Black Caps.

Some Raspberries for the Southwest

NEARLY all varieties of the raspberry will do well in the irrigated sections of the Southwest where the soil and climate are adapted to their needs. Under careful management they produce large crops and return handsome profits to the grower.

We are growing varieties of both the red and black raspberry. Until very recently, the general opinion has been that the black raspberry could not be grown successfully in the Southwest. For this reason there has been but few commercial plantings made of them. The truth of the matter is, they are well adapted to the soil and climate conditions in many districts here and the berries are scarce on the local markets, commanding a higher price than any other mid-season berry. This is partly due to the fact that there are so many Eastern people in Southern California who prize the Black Cap above all other berries, and as we mentioned above, the limited acreage planted to them. We are convinced that the black raspberry will find a ready sale and prove a money-maker to those who take up the culture of them. Next to our Advance blackberry, the black raspberries brought us the highest average price during the past season (1923).

The Cumberland Black Raspberry. We consider this variety to be by far the best adapted to the Southwest. They produce abundantly over quite a long season and the quality of the coal black berries is excellent, being exceedingly firm and of good flavor. They are also good keepers and we have found they will stand shipping better than any other sort of raspberry. We retailed most of our last year's crop from the packing shed and people from all parts of both Los Angeles and Orange counties ordered them a week in advance. This fact, we believe, is abundant proof of their promise as a commercial headliner, thoroughly at home in the Southwest. We offer only selected and thrifty tip plants with a large and well-developed root system. With reasonable care, these should make exceptional growth the first season.

	10	100	1000
PRICES	\$1.00	\$5.00	\$35.00



Branch of California Surprise Red Raspberry. Photo taken September 15, after plants bore heavy crops all through the late spring and summer.

The California Surprise Raspberry. This variety is the most widely grown of the red raspberries in Southern California and is also one of the most productive. On our land, it has borne a heavy crop through May, June and July and then set and mature a late crop in October and November, with ripe berries on the vines at Thanksgiving time. In flavor, we believe that this berry is a little the best of the red raspberries and have found that persons buying the berries one year will invariable return the next year for more.

	10	100	1000
PRICES	\$1.00	\$4.00	\$25.00

The Cuthbert Raspberry. This "old-timer" is still very popular in some berry-growing sections. The vines are rank growers, producing large red berries of good quality. Ripens mid-season to late.

	10	100	1000
PRICES	\$1.00	\$4.00	\$25.00

The La France Raspberry (Everbearing). This variety is a red raspberry of recent introduction and is almost twice the size of other berries of its kind. We have noticed several particularly favorable qualities in this variety, chief among which is the fact that as the fruits are of such great size, they are much cheaper to pick than other sorts of red raspberries. The vines are very vigorous and bear prolifically throughout their season, which is from early June to late in the fall. They are popular wherever planted and we recommend them as a good commercial berry. We have only a limited number of plants this year.

Price: 25c each, or \$20.00 per hundred.



The Carolina Strawberry Berries picked from 100-day-old plants.

Some Strawberries for the Southwest

STRAWBERRIES are the most widely grown of all berries and there are a large number of varieties planted. Many of these have been tried out in Southern California, but so far, only the kinds that we list have proven to be outstanding commercial sorts.

The Klondyke Strawberry. Nearly 100 per cent of all strawberries grown for the local and shipping market in Southern California are of this variety, for it is the earliest and largest and most profitable commercially. This variety will produce two crops a year in the Southwest, the first in the early spring and the second during the summer. It is vigorous, and a fairly good plant maker. The fruit is roundish, dark red, firm and a good keeper. We recommend it above all other sorts for commercial planting.

	100	1000
PRICES	\$1.00	\$6.50

The Carolina Strawberry. This variety has been grown only three or four years in Southern California, but we class it next to the Klondyke in commercial importance. Like the Klondyke, it bears two crops a year, the first in the early spring and summer and the second in the late fall. On our land, the plants have proven vigorous growers, and the berries to be uniformly large, bright red in color and fine in flavor.

	100	1000
PRICES	\$1.00	\$7.00

The Progressive Everbearing Strawberry. This is the best, most vigorous and prolific of the everbearing varieties, producing fruit six to nine months out of the year. The berries are not as large as the Klondyke or the Carolina but are sweeter. We recommend it above all other varieties for the home garden.

	100	1000
PRICES	\$2.00	\$15.00

The Logan Blackberry or Loganberry

THIS berry is popularly believed to be a hybrid, a cross between the blackberry and the red raspberry, but recent investigations by the United States Department of Agriculture have proved that it is a species of wild trailing blackberry, native to the Pacific Coast. The Department has published the result of its studies of this variety in Farmer's Bulletin 998.

The Logan Blackberry was introduced by Judge J. H. Logan, of Santa Cruz, California, more than twenty years ago. It is a very popular berry in Washington and Oregon, where it is grown on a large scale for juice and preserving, and in some Eastern States. They produce abundantly and the berries are very large, averaging about one and a half inches in length as grown on our lands. The fruits are a deep rich red in color and are inclined to be rather soft if left too long on the vines.

In Southern California, they are sold in the eight-ounce raspberry box and on account of the size of this container and of the berries, they are the cheapest of all small fruits to pick. And the fact that they are supported on trellises, with the fruits easily accessible also contributes largely to the lowering of picking cost.

	10	100	1000
PRICES.....	\$1.00	\$5.00	\$35.00

Blackberries and Dewberries

THERE are several varieties of dewberries and many varieties of blackberries, but we are offering only two sorts this year, both of which we have grown for many years and have found to be the best from a commercial standpoint. One of these is our Advance blackberry and the other is the Gardena dewberry.

The Garden Dewberry. This is the earliest and most prolific of all the dewberries, ripening three weeks later than the Advance blackberry, but two weeks earlier than the common varieties. We consider the Gardena to be the best producer of anything in the blackberry line and a "sure cropper." It is largely planted in Southern and Central California where it is found profitable in all berry sections. The berry was named by W. M. Gray, of Gardena, Los Angeles County, who was one of the first to successfully grow them.

From one acre of the Gardena dewberry the first year after planting we picked 7200 pint baskets and the second season (the second year after planting) we picked 15,000 baskets. Next year (1924), we expect to get 15,000 to 20,000 from this small area planted in 1921.

The Gardena can be grown successfully anywhere in the Southwest. Its bearing season lasts from four to five weeks, commencing from May 15 to May 25, according to the weather. It is a strong grower and should be trellised to produce the heaviest crops.

	10	100	1000
PRICES	\$1.00	\$5.00	\$35.00

Another outlet for the disposal of the berry crop that can be developed in the Southwest is the cannery. In the past, canners have not generally been able to secure berries in this district, so only a few are equipped to handle them. The cannery has proven to be a profitable market for surplus fruits and vegetables of all sorts and we see no reason why it cannot be so utilized here. Of course, the cost of production is always a factor in selling to such a market, they do not offer highest prices, but there is always a place for the canner in an organized agricultural industry.



WHEN PLACING AN ORDER

USE the enclosed order blank when possible.

REMIT postoffice money order, registered letter, express order, or check.

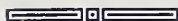
WRITE your name, address and order plainly; do not fail to advise us how you wish the plants shipped; by freight, express or parcel post.

PRICES do not include express, postage, cartage or freight. Money sent to cover postage in excess of that required will be promptly returned.

QUANTITY ORDERS—Fifty or more plants of one kind at the 100 rate and five hundred or more at the 1000 rate.

WE DELIVER plants to carriers or postoffice in good condition and will not be responsible further.

ALL PLANTS inspected by local Horticultural Inspector before leaving our place.



GUARANTEE—Preston and Knott, following the practice of all seedsmen and plantsmen, will exercise care to have all plants delivered true to name and in good growing condition, nevertheless it is agreed that if any stock prove untrue to name, Preston and Knott shall be liable for the sum paid for only such stock as may prove untrue and for no other or greater amount. Preston and Knott do not guarantee plants to live, or make up for any loss due to climatic or any other condition over which they have no control.

Domestic Parcel Post Rates on Plants Within the United States and Possessions



	First lb. or fraction	Each add'l lb. fraction
First Zone of Buena Park within 50 miles.....	5c	1c
Second Zone, within 50 to 150 miles.....	5c	1c
Third Zone, within 150 to 300 miles.....	6c	2c
Fourth Zone, within 300 to 600 miles.....	7c	4c
Fifth Zone, within 600 to 1000 miles.....	8c	6c
Sixth Zone, within 1000 to 1400 miles.....	9c	8c
Seventh Zone, within 1400 to 1800 miles.....	11c	10c
Eighth Zone, all over 1800 miles.....	12c	12c

PRESTON & KNOTT

Buena Park, Orange County, California.

Remember—

The first fresh fruit of the season, berries, are always welcomed by the consumer.

Our Advance blackberry is the earliest by three weeks and best shipper of any yet introduced in the Southwest.

Possessing these characteristics in such a marked degree, it merits extensive planting for commercial production.

Now is the time to plant berries—especially bushberries—for the industry is on the verge of re-organization. Those securing suitable land and planting now will be in a position to "cash in" when the best prices are promised.

We are practical berry growers with twenty years' experience in Los Angeles and Orange counties and at the present time, the only exclusively berry plant growers in Southern California. We sell only select, strong and thrifty plants of varieties known to be commercially successful or adapted to the home garden in favored sections of the Southwest.

This is our first catalogue, or rather our first booklet and we hope to increase its size each year as we add to our list of adapted varieties. If you wish berries not listed on these pages, write or see us for information as to where they can be secured for our wide acquaintance among Southern California berry growers and nurserymen may enable us to tell you just where to go.

Do not fail to call on us. We would like to meet each customer and personally show him around our place.



OUR STRAWBERRY BED - GROWN FOR PLANTS ONLY



PART OF OUR NINETEEN ACRES OF ADVANCE BLACK STRIPES